THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) to (c) According to census of India 2001 report available on the website- *www.census.india.net* the total number of widows in all age groups in 34289729. The Ministry of Women and Child Development is running the Swadhar Scheme for providing shelter based holistic and integrated services to women in difficult circumstances including destitute widows.

Save the girl child campaign

1665. SHRI T.T.V. DHINAKARAN: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether it is proposed to start 'save the girl child' campaign;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) to (c) As per information furnished by Ministry of Health and Family Welfare, the Government of India launched 'Save the Girl Child Campaign' with a view to lessen son preference by highlighting achievements of young girls. During 2003-04, Sania Mirza was the Brand Ambassador for the 'Save the Girl Child Campaign'. CBSE topper Ms. Aruna Kesavan has been appointed as the Brand Ambassador for the Government's 'Save the Girl Child Campaign', 2004-05. Ms. Joshna Chinappa, Jr. and Sr. National and Asian Squash Champion is the brand Ambassador for 2005-06. Ms. Saina Nehwal, Jun. Badminton Champion, has been selected as the Brand Ambassador for 2006-07.

Prevention of human trafficking

1666. SHRI C. RAMACHANDRAIAH: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the National Commission for Women proposes to spell out a draft integrated plan of action to prevent and combat human trafficking;

(b) if so, whether Government have undertaken any review of the existing policies to present, its point of view regarding the prevention strategies;

(c) if so, the details of the findings and the steps proposed to be initiated to plug the loopholes; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) to (d) The report of the Committee on Prostitution, Child Prostitutes and Children of Prostitutes and Plan of Action to Combat Trafficking and Commercial Sexual Exploitation of Women and Children of 1998 has been reviewed to make it

more broad based and comprehensive to include other forms of trafficking in persons.

Infant mortality rate

1667. SHRI SANJAY RAUT: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the infant mortality rate in the country is still high;

(b) if so, the details in this regard during the last three years and the position of India amongst the countries of the world, in this respect;

(c) the reasons for continuing high mortality rate amongst the under five infants;

(d) the details of measures taken or proposed to be taken for reducing the infant mortality rate in the country;

(e) whether Government propose to secure any donation from the big business houses/organizations to combat this menace; and

(f) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) and (b) The Infant Mortality Rate (lMR) as per the Sample Registration System for 2005 is 58 per thousand live births. The State-wise details in this regard during the last three years are give in the Statement-I (*See* below).

The IMR in India and other countries of the world as per ''The State of the World's Children 2007'', published by UNICEF, is given in the Statement-II (*See* below).

(c) The major causes of mortality amongst infants in India are acute respiratory infections, sepsis, diarrhoea and measles. Anaemia and malnutrition levels among pregnant women, intrauterine growth retardation, low birth weight of the new borns, poor breastfeeding practices are some of the contributory factors.

(d) The Government is implementing a number of schemes in different sectors which directly or indirectly contribute to reducing infant mortality rate in the country. These are–

- Reproductive and Child Health Programme under the National Rural Health Mission launched in April, 2005 which includes
  - Maternal Health by promoting institutional deliveries, improved coverage and quality of ANC, skilled care to pregnant women, post-partum care at community level
  - Immunization
  - Integrated Management of Neonatal and Childhood Illnesses (IMNCI)
  - Emphasis on appropriate Infant and Young Child Feeding